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ABSTRACT

This report, which is issued biennially, analyzes gifts to 256 public institutions from corporations, foundations, private individuals, and community organizations. Ten universities, those of Texas, California, Michigan, Wisconsin, Minnesota, Illinois, Indiana, Colorado, and Delaware, and Pennsylvania State, received more private gifts and grants than the other 246 combined. The greatest 10-year increase was registered in gifts from community, labor, and other organizations, followed by gifts from non-alumni individuals and foundations. At the present time corporations and foundations provide about one-half of all private support for public higher education, with the other half provided by alumni, non-alumni individuals, and community groups. Whereas enrollment has doubled in the past decade, college and university spending has tripled. (AF)

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A Study of

VOLUNTARY SUPPORT for PUBLIC HIGHER EDUCATION 1968-1969

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G. A. Brakeley & Company, Incorporated
230 Park Avenue New York, N. Y. 10017 889-7020

It is a great pleasure to publish this edition of Voluntary Support for Public Higher Education, bringing to ten years the period covered by these biennial reports.

We have witnessed a decade of unprecedented growth in higher education since 1960, when the first study in this series was issued. Enrollments have more than doubled; budgets have more than tripled. Both government and private investment in higher education have reached record levels. Our entire nation has profited from this investment, surpassing all others in knowledge, power, and freedom.

Looking ahead, we face a decade of new challenges and new opportunities. American society is confronted by problems that threaten its survival in its present form. Through their teaching, research, and public service activities, our colleges and universities have an unparalleled chance to help solve these problems and to contribute to our national advancement. Yet the traditional sources of educational financing—tuition and fees, federal and state funds—are under intense pressure, placing in jeopardy universities' future courses and their ability to continue to excel.

More than ever, higher education needs substantial private support not just to continue its important contributions, but, in some cases, to survive. Private support provides the margin for excellence that distinguishes between the adequate and outstanding, and increases opportunities for innovation.

This report provides background facts and figures to help pinpoint areas in which greater efforts to attract private support can and should be made. Through its honor roll lists, the report also provides recognition to those public colleges and universities which have been relatively successful in encouraging private support. We hope the findings of this study will encourage public institutions and their potential donors to aim for even greater achievements, and we look forward to reporting such progress in the years ahead.

George A. Brakeley, Jr.

GEORGE A. BRAKELEY, JR.
Chairman of the Board

VOLUNTARY SUPPORT

for

PUBLIC HIGHER EDUCATION

This is the sixth in a series of biennial reports prepared by G. A. Brakeley & Company, Incorporated, reviewing the status of private support of the nation's public colleges and universities. This report analyzes figures for the 1968-69 academic and fiscal years and compares them to figures reported in previous years. The first Brakeley report, issued in 1960, covered the years 1958-59, making possible a ten-year overview now.

ACKNOWLEDGMENT

All institutional figures in this report originated in the joint American Alumni Council - Council for Financial Aid to Education (AAC-CFAE) study, Voluntary Support of Education 1968-69. The AAC-CFAE study also contains statistics for private colleges, universities, and secondary schools. The cooperation of the AAC and CFAE in this study is very much appreciated.

GROWTH OF SUPPORT AND NEEDS

Consistent with previous reports, the information presented here documents a continuing uptrend in the amount of private support given to public colleges and universities. Each year a growing number of these institutions solicits and attracts private gifts. Whereas the 1958-59 Brakeley study reported on $93.3 million in voluntary support received by 99 public universities, this year we report on nearly three times as much money—$269.6 million—divided among 185 comparable universities, plus another $2.4 million received by 71 public junior colleges.

This enormous growth is no cause for complacency, however. Although public universities have attracted significant private support in recent years, their share of all private funds going to higher education has remained under 20 percent. In 1968-69, a group of 61 major private universities received 42.1 percent of all private support, and 354 private coeducational colleges received 23.5 percent.

In recent years, voluntary support of public institutions has increased by less than that of private colleges and universities, reversing a nine-year trend. Between 1967-68 and 1968-69, for example, voluntary support grew 7.8 percent at public institutions, and 17.4 percent at private institutions. In light of recurring reports of financial crises confronting public as well as private institutions, and in light of the role colleges and universities play in dealing with the nation's major problems, all of higher education continues to merit the most thoughtful consideration and major investment from government and private sources.

(NOTE: The text of this report and column references under the section headings that follow are keyed to the tables appearing on pages 2 and 8 - 13. The table on page 2 provides summary totals for all institutions in the survey; the table on pages 8 - 13 provides breakdowns only for those institutions reporting more than $100,000 in voluntary support in 1968-69.)

> Nearly all colleges and universities, public as well as private, are having to recognize that available resources simply are not sufficient to undertake or continue many extremely meritorious activities.... Put simply, the source of the financial problems confronting all of higher education is the combination of (a) near-inexorable upward pressures on costs and (b) a tendency for important sources of income to grow less rapidly than in the recent past.
>
> ROBERT F. GOHEEN, President
> Princeton University

SUMMARY OF VOLUNTARY SUPPORT FOR PUBLIC HIGHER EDUCATION 1968-69

Type of Institution	VOLUME OF SUPPORT (1) Grand Total of Support	PURPOSE OF SUPPORT (2) Current Operations	(3) Capital Purposes	SOURCES OF SUPPORT (4) Gen. Welf. Foundations	(5) Corporations & Business	(6) Alumni	(7) Non-Alumni Individuals	(8) Other Groups and Sources
State Colleges & Universities (179)	$262,651,262 (100.0%)	$177,498,077 (67.6%)	$85,153,185 (32.4%)	$75,731,307 (28.8%)	$61,093,433 (23.3%)	$42,722,010 (16.3%)	$40,727,631 (15.5%)	$42,376,881 (16.1%)
Municipal Universities (6)	6,904,494 (100.0%)	3,909,255 (56.6%)	2,995,239 (43.4%)	1,603,348 (23.2%)	1,249,147 (18.1%)	748,705 (10.9%)	2,240,224 (32.4%)	1,063,070 (15.4%)
TOTAL for State Colleges and Universities (185)	269,555,756 (100.0%)	181,407,332 (67.3%)	88,148,424 (32.7%)	77,334,655 (28.7%)	62,342,580 (23.1%)	43,470,715 (16.1%)	42,967,855 (16.0%)	43,439,951 (16.1%)
Public Junior Colleges (71)	2,408,818 (100.0%)	1,576,562 (65.4%)	832,256 (34.6%)	171,706 (7.1%)	431,808 (17.9%)	42,119 (1.8%)	920,038 (38.3%)	843,147 (35.0%)
TOTAL for all Public Colleges and Universities (256)	$271,964,574 (100.0%)	$182,983,894 (67.3%)	$88,980,680 (32.7%)	$77,506,361 (28.5%)	$62,774,388 (23.1%)	$43,512,834 (16.0%)	$43,887,893 (16.1%)	$44,283,098 (16.3%)

GRAND TOTAL OF SUPPORT

(Column 1)

The 256 public colleges and universities included in this study received a total of $271,964,574 in private support in 1968-69. Of this amount, state colleges and universities received the largest share – $262,651,262. Municipal colleges and universities received $6,904,494; and junior colleges received $2,408,818.

The table above shows totals of support by major sources. These totals are based on figures reported by 179 state colleges and universities (bachelors level and higher), six municipal universities, and 71 public junior colleges. (Two federal academies are included in the state category.) Details on the individual institutions are included in the table at the end of this report (pages 8 - 13).

The total volume of support reported by these 256 public institutions in 1968-69 represents an increase of 10.7 percent over the $245,632,605 reported two years earlier by the 247 institutions included in our last report. During the same two-year period, private gifts nationally to higher education rose 15 percent.

As in the past, a wide gulf continues to separate the very few public universities which obtain a great deal of voluntary support from the vast majority. In 1968-69, 51 state and two municipal universities received $1 million or more in voluntary support. Five of these institutions reported more than $10 million in total voluntary support, two of them more than $25 million. The ten universities—including some multi-campus systems—with the largest amounts of voluntary support, together received more private gifts and grants than the other 246 public instutions combined.

These ten leaders, which make up the honor roll for total voluntary support, are listed below with the amount each received in 1968-69. Six of them have led all other public institutions in each of our preceding five reports. The figures in parentheses show the number of Brakeley honor rolls (including this one) on which each institution has appeared. Our last honor roll—covering 1966-67—included Ohio State, Cincinnati, and Rutgers. These three institutions were outstripped this time by Indiana, Colorado, and Penn State.

TOTAL SUPPORT HONOR ROLL

$27,254,158	University of Texas System	(6)
25,479,091	University of California (all campuses)	(6)
21,150,456	University of Michigan	(6)
15,907,740	University of Wisconsin	(6)
12,293,843	University of Minnesota	(6)
9,967,007	University of Illinois	(6)
6,385,975	Indiana University	(2)
6,354,146	University of Colorado	(2)
5,723,575	Pennsylvania State University	(4)
5,718,586	University of Delaware	(4)

A minimum of $5 million in voluntary support was required to make the 1968-69 grand total honor roll. Two years earlier, all of the honor roll institutions had attracted more than $7 million in private funds. Back in 1958, only four public universities raised $5 million or more, led by Michigan with $11.7 million.

The grand total of support reported by 99 participating institutions back in 1958 was $93.3 million, compared with some $272 million reported by 256 institutions in this survey. Naturally, some of the increase recorded during the decade is accounted for by the

larger number of institutions in this year's report. Many public institutions which have joined the survey in recent years, however, received little or no private support in 1958-59. Most of the increase has come in the original participant institutions. A group of 63 public universities for which figures are available from both 1958 and 1968 shows a 162 percent increase in private support over the decade, from $82.1 to $215.1 million. The combined total for these 63 universities has remained at over 75 percent of public higher education's private support since 1958.

PURPOSES OF SUPPORT
(Columns 2 & 3)

Nationally, private support is divided almost equally between gifts for current operations and those for capital purposes, with a slight edge going to capital gifts. Private institutions, however, generally receive a larger percentage of gifts for capital purposes than state institutions. In this year's report, the division in public institutions was about 2:1, with gifts for current operations totalling $182,983,894 and gifts for capital purposes totalling $88,980,680. Our past two surveys had shown a slightly larger percentage of public college and university gifts going to capital purposes.

SOURCES OF SUPPORT
(Columns 4 - 8)

In 1968-69, as in past years, foundations and corporations together provided about one half of all private support funds at public colleges and universities, with foundations accounting for the largest share. The other half was provided in about equal amounts by alumni, non-alumni individuals, and other groups (such as labor unions and community organizations). Although foundations and corporations have been public higher education's leading private funding sources since 1958-59, this is the first year non-alumni individuals have surpassed alumni in their gifts. This change is attributable to the imbalance between non-alumni and alumni gifts at public junior colleges, where the former account for over one-third of all gift dollars compared to less than two percent for the latter. The following chart shows changes over the decade in the proportion of voluntary support received by public higher education from each of the major gift sources.

HISTORICAL TRENDS

Source	1968-69	1966-67	1964-65	1958-59
Corporations	23.1	23.3	25.9	22.6
Alumni	16.0	18.5	16.0	19.1
Other Individuals	16.1	17.7	15.8	13.9
Foundations	28.5	25.5	29.2	25.0
Other Groups	16.3	15.0	13.1	19.4
(No. of Institutions)	(256)	(247)	(135)	(48)

The chart below shows what percentage of gift support public institutions received in 1968-69 from each of these sources as compared to major private universities. The 61 private universities as a group receive more dollars than public institutions do from each of the sources mentioned except "other groups." Corporations and business, for example, gave approximately 28 percent more dollars to the private universities; but because these universities receive such large sums from other sources, corporate support appears as a smaller percentage of private than public university contributions.

A COMPARISON OF GIFT SOURCES

	(256) Public Institutions		(61) Major Private Universities	
Source	Amount	% of Total	Amount	% of Total
Corporations	$62,774,688	23.1	$ 80,592,937	13.1
Alumni	43,512,834	16.0	159,378,571	25.9
Other Individuals	43,887,893	16.1	157,275,324	25.5
Foundations	77,506,361	28.5	184,937,660	30.1
Other Groups	44,283,098	16.3	33,064,356	5.4

FOUNDATION SUPPORT
(Column 4)

In 1968-69, as in other recent years, the largest share of private support for public higher education came from foundation grants. Such grants amounted to $77,506,361, or 28.5 percent of all support. This compares with a total of $62,827,770 reported in 1966-67, 25.5 percent of all support that year. Forty universities had comparable figures on foundation giving for the decade, and they report a 175.8 percent increase in this source of voluntary support between 1958 and 1968. Junior colleges received a much smaller proportion of their total from foundations than state and municipal universities - 7.1 percent compared to 28.7 percent.

Foundation support figures include grants from general welfare foundations and from special purpose, community and family foundations. Company foundation gifts are included under corporate support figures.

Vermont and Purdue are the newcomers to the foundation support honor roll, replacing Nebraska and Ohio State.

FOUNDATION SUPPORT HONOR ROLL

$16,248,412	University of Texas System
8,718,159	University of California
7,831,033	University of Michigan
4,252,184	University of Wisconsin
3,868,890	University of Minnesota
3,459,998	University of Delaware
2,016,619	University of North Carolina Chapel Hill
1,954,164	University of Colorado
1,762,907	University of Vermont
1,702,902	Purdue University

CORPORATE SUPPORT
(Column 5)

In 1968-69, business corporations continued as the second largest source of private support to public higher education. Corporations contributed $62,774,-388 to public colleges and universities, or 23.1 percent of the total received by the 256 institutions. Corporate support of public higher education was up 9.9 percent over 1966-67, when business gave $57,137,575 to the 247 institutions included for 23.3 percent of their total gifts. Looking back ten years, corporate support of 56 institutions included in our original and current report rose 104.2 percent in a decade. Although the increase is significant, all other major sources of voluntary support have outpaced corporations in the same period.

In 1958-59, only four public universities received more than $1 million from corporate sources, compared to 19 ten years later. The amount going to the pacesetting university in this area—Michigan—was similar both years: $5 million in 1958 and $5.5 million in 1968.

Michigan and three other universities—Wisconsin, California, and Illinois—have appeared on the corporate support honor roll in all six Brakeley reports. Newcomers this year are Akron, Minnesota, Purdue, and the Texas System. They replace Iowa State, Ohio State, Indiana, and Washington, which were on the 1966-67 honor roll.

CORPORATE SUPPORT HONOR ROLL

$5,535,666	University of Michigan
4,616,107	University of Wisconsin
4,346,891	University of California
3,527,039	Pennsylvania State University
2,998,969	University of Texas System
2,376,559	University of Illinois
1,861,596	Rutgers University
1,639,927	University of Minnesota
1,592,797	Purdue University
1,468,365	University of Akron

The CFAE-AAC report contains some information on matching gifts, but it is neither complete nor accurate enough to justify inclusion in this report. As in the past, however, the CFAE-AAC figures indicate that public higher education receives relatively little support from corporate matching gift programs despite its many alumni in business and industry. In a few cases, public institutions are excluded from corporate matching gift programs. In many others, the institutions aren't doing enough to educate their corporate alumni to the possibilities of doubling their giving power through such programs.

TOTAL ALUMNI SUPPORT
(Column 6)

Total alumni giving to public higher education was lower both in dollars and as a proportion of all voluntary support in public higher education in 1968-69 than in our previous survey. Accounting for about one-sixth of private support at state colleges, alumni contribute through a variety of channels. Annual fund drives attract a major share of alumni gifts; but alumni also contribute in other ways, particularly through capital and development campaigns and bequests. At some colleges, all gifts from alumni flow through one fund agency; others have several channels for accepting alumni gifts.

At most public junior colleges or at least for those included in this survey, there is no alumni financial support. Only 14 of the 71 reported any gifts from alumni. Non-alumni individuals contribute far more to junior colleges than alumni.

The public institutions reporting figures for 1968-69 received a total of $43,512,834 from their alumni—down nearly $2 million or four percent from the total of $45,420,552 recorded two years earlier. Other segments of higher education also experienced decreases in alumni support over this period. Alumni giving at professional and technical schools, for example, dropped almost in half in two years while alumni giving to private men's colleges had a ten percent drop. In sharp contrast, private gifts to private coeducational colleges rose more than 80 percent. Major private universities showed a 36.1 percent increase over the two-year period, but this masks a .5 percent decrease between 1967-68 and 1968-69.

Going back to 1958, the 59 public universities with comparable figures showed a 114.1 percent increase in total alumni giving over the ten-year period.

The Total Alumni Support honor roll has four newcomers this year: Colorado, Minnesota, North Carolina, and Indiana. The previous honor roll included Delaware, Virginia, Rutgers, and Iowa State, which are missing this time.

TOTAL ALUMNI SUPPORT HONOR ROLL

$4,633,871	University of Illinois
4,275,036	University of Michigan
2,732,275	University of Colorado
2,031,168	University of Kansas
2,019,153	University of California
1,725,241	Ohio State University
1,503,363	University of North Carolina Chapel Hill
1,500,257	University of Wisconsin
1,367,218	Indiana University
1,321,582	University of Minnesota

SUPPORT FROM NON-ALUMNI INDIVIDUALS
(Column 7)

Individuals who are not alumni—many of them trustees and/or students' parents—represent another major source of support for public higher education. In 1968-69, they contributed a total of $43,887,893 or 16.1 percent of all support received. Two years earlier, they contributed a similar amount—$43,406,-540, or 17.7 percent of the total. Using comparable figures from 47 universities included in the 1958 and 1968 reports, non-alumni individuals' contributions nearly tripled over a ten-year period.

The honor roll in this category has four newcomers: Iowa, Nebraska, Delaware, and Oregon, which replaced Rutgers, Ohio State, Penn State, and Florida.

NON-ALUMNI INDIVIDUAL HONOR ROLL

$6,043,924	University of California
5,805,177	University of Texas System
3,427,883	University of Minnesota
2,102,982	University of Iowa
1,932,808	University of Cincinnati
1,761,805	University of Michigan
1,255,067	University of Nebraska-Lincoln
1,119,930	University of Delaware
978,074	University of Washington
954,845	University of Oregon

OTHER SOURCES
(Column 8)

This category includes a few gifts from religious organizations of various denominations, some from other groups like labor unions and community organizations, and more from sources which do not fall into any of the preceding categories. From such sources, public institutions received a total of $44,283,098 or 16.3 percent of their 1968-69 gifts. In 1966-67, the comparable total was $36,840,168 or 15 percent of all gifts.

No honor roll is given for this category since its components are too varied for meaningful comparisons.

BEQUESTS, ANNUITIES, LIFE CONTRACTS, ETC.

The AAC-CFAF's information on voluntary support from these sources indicates that they benefit a much higher proportion of private than public institutions. These certainly would seem like fruitful areas for public colleges and universities to cultivate in future years.

ANNUAL FUND SUPPORT
(Columns 9-13)

Because of the importance of ongoing, regular giving to the maintenance of strong educational programs, we include detailed information on annual fund contributions and solicitations. No data from public junior colleges are included in this section, as only eight of the 71 submitted information in this area. This lack of information reflects the lack of active annual funds or alumni giving programs at public junior colleges—areas for development in future years. Actually, annual funds are relatively new at all public institutions, with only a handful dating before 1940. The oldest private university annual fund was launched at Yale in 1890. Altogether, 152 of the 185 state and municipal universities in this study—or 82 percent—reported annual fund support for 1968-69.

NUMBER OF ALUMNI OF RECORD
(Column 9)

The 185 public four-year institutions reported a total of 5,265,367 alumni of record as of 1968-69, or approximately 165,000 more than they claimed in 1966-67. This represents approximately 42.6 percent of the 12,374,501 alumni reported by the 1,013 colleges and universities in the AAC-CFAE survey. In 1966-67, public university alumni accounted for 40 percent of alumni of record reported by 1,042 institutions. Their share of alumni can be expected to further increase just as their share of all students enrolled in higher education has increased over recent years. Until 1951, more students were enrolled in private than in public institutions. Today, the balance has shifted dramatically and about 70 percent of all students are in public colleges and universities.

Alumni figures are not precise, for some institutions apparently count all graduates while others include only those for whom they have a correct address. In addition, some colleges and universities consider as alumni any former student, whether or not he earned a degree.

The voluntary support contributions of public institution alumni lag behind their numbers. Although public institutions claim 42.6 percent of all alumni in the survey, they have only 31.5 percent of all annual fund donors. Measured in dollars, even smaller percentages of alumni gifts—12.3 percent—are made by public institution graduates. Altogether, only 22.8 percent of individual alumni gifts to annual funds were made at state or municipal universities and colleges.

NUMBER OF ALUMNI SOLICITED
(Column 10)

In 1968-69, state and municipal colleges and universities reported soliciting gifts through their annual funds from 4,235,231 alumni or 80 percent of their alumni of record. Nationally, a slightly higher percentage of alumni of record are solicited. In 1966-67, public colleges solicited gifts from only 74 percent of their alumni.

> Private support is critical to the state colleges and universities because it makes possible important programs and activities that cannot be adequately financed out of state appropriations, federal grants, or student fees, and because it increases our freedom and autonomy. With a combination of public and private funds, state colleges and universities can most effectively continue to benefit society with needed teaching, research, and service programs.
>
> DARRELL HOLMES, President of
> The University of Northern Colorado, and of
> The American Association of State Colleges
> and Universities

In general, omitted from solicitations are alumni with incorrect addresses, members of religious orders, and those who specifically request exclusion. Many institutions do not solicit gifts from non-degree-holding alumni unless the alumni have indicated special interest by contributing, attending a university function, or in some other way.

NUMBER OF ALUMNI DONORS TO ANNUAL FUND
(Column 11)

The reporting institutions received annual fund gifts from 583,115 alumni in 1968-69, or 13.8 percent of those solicited and about 11 percent of the total on record. Two years earlier, 567,302 alumni donors made gifts—about 15 percent of those solicited and about 11 percent of the total on record. These ratios have not changed markedly over the past ten years.

Public institutions in general, however, continue to lag behind private colleges and universities in their percentage response to alumni solicitations, as can be seen in the following chart.

RESPONSE TO ALUMNI SOLICITATIONS

Group of institutions	% of Alumni Solicited Making Annual Fund Gift
Private women's colleges	32
Private men's colleges	28
Major private universities	22
NATIONAL AVERAGE	18
Private coeducational colleges	18
Professional and specialized schools	16
Public colleges and universities	14
Junior colleges	13

To list institutions according to their alumni donors, we have two honor rolls. One shows the total number of donors, while the second shows the percentage of donors compared to those solicited.

The honor roll for alumni donors to annual funds has traditionally shown little change. Nine out of the ten institutions on the current list were also on the previous list. Michigan State, which did not participate in the 1966-67 survey, reclaimed its former place this year, replacing Cincinnati. Meanwhile, Ohio State and Michigan, which have the largest number of donors, have reversed themselves in the top two positions, with Michigan capturing the lead this year.

ALUMNI DONORS TO ANNUAL FUND HONOR ROLL

30,625	University of Michigan
29,458	Ohio State University
19,951	Texas A & M University
17,581	Georgia Institute of Technology
15,007	Pennsylvania State University
14,859	Michigan State University
14,396	University of Kansas
14,333	University of Tennessee
14,219	University of Illinois
13,745	Indiana University

As in the last survey, only two of the ten institutions with the largest number of alumni donors also made the honor roll of institutions receiving the largest percentage response to their solicitations. These are Georgia Tech and Texas A & M.

Some institutions on this honor roll show an unusually high response rate because they solicited only a small proportion of their alumni. This explains VMI's 74.6 percent response rate for 1968-69. In 1966-67, however, when VMI solicited all of its alumni of record its 42 percent response rate also led to its inclusion in this honor roll. Similarly, as illustrated by Georgia Tech and Texas A & M, soliciting large numbers of alumni can also lead to a relatively high rate of gift returns.

The five leading institutions on the solicitation response honor roll also appeared on the 1966-67 honor roll. This year's newcomers are Ball State, Miami, Clemson, South Carolina State College, and Akron. They replace Southern, Miami, Mississippi State, Brooklyn, and the Medical College of Georgia.

ALUMNI SOLICITATION RESPONSE HONOR ROLL

Alumni of Record	Alumni Solicited	Alumni Donors	% Response	
11,500	4,852	3,622	74.6	Va. Mil. Inst.
3,861	3,861	2,451	63.5	S.D. Schl. of Mines & Tech.
34,401	33,718	17,581	52.1	Ga. Inst. of Tech.
18,400	18,400	9,060	49.2	Southern Miss. U.
47,598	42,000	19,951	47.5	Texas A&M Univ.
27,658	27,150	8,708	32.1	Ball State U.
38,000	31,991	10,240	32.0	Miami Univ.
375	315	95	30.2	S. Car. State Coll.
17,330	17,330	4,984	28.8	Clemson U.(S.C.)
22,150	19,600	5,306	27.1	U. of Akron

ALUMNI GIFTS TO ANNUAL FUND
(Column 12)

While other forms of alumni support have apparently been falling off, annual fund giving has been growing significantly. Alumni of the reporting public institutions gave $23,988,215 through their annual funds in 1968-69, a 40.9 percent increase over the $17,024,878 total reported for 1966-67 and an 83.9 percent increase over the $13,045,428 reported for 1964-65.

Five public universities this year reported more than $1 million in alumni contributions to their annual funds. Last time, there were only two—Ohio State and Michigan. The 1968-69 pacesetter, Colorado, didn't make the 1966-67 honor roll. Other newcomers this year are Georgia Tech and Missouri. The newcomers replaced Kansas, Wisconsin, and Illinois.

ALUMNI GIFTS TO ANNUAL FUND HONOR ROLL

$2,732,275	University of Colorado
2,440,291	University of Michigan
1,725,241	Ohio State University
1,188,135	Pennsylvania State University
1,029,537	Purdue University
903,007	Indiana University
815,542	Texas A & M University
743,580	University of Virginia
552,317	Georgia Institute of Technology
510,576	University of Missouri

TOTAL GIFTS TO THE ANNUAL FUND
(Column 13)

At a number of institutions, alumni gifts to the annual fund are supplemented by gifts from non-alumni individuals—parents and others. Nationally, in fact, less than two-thirds of total annual fund gift dollars stem from alumni.

The only non-alumni contributions to annual funds for which separate figures are available are those from parents of enrolled students. Thirty-two state universities reported gifts from this source in 1968-69, totalling $182,190. In 26 cases, gifts from the parents totalled under $10,000. The largest amount from this source—$31,000—was reported by Southern Mississippi.

The honor roll of total gifts to annual funds reflects varying institutional definitions of annual fund gifts. At some, only certain alumni gifts are credited to the annual fund. Elsewhere, such as at Ohio State, gifts from corporations, foundations, and non-alumni individuals may also be included in the annual fund total, far exceeding alumni contributions. The 1968-69 honor roll has only one change from the last one: Missouri has replaced Illinois.

TOTAL GIFTS TO ANNUAL FUND HONOR ROLL

$4,141,399	Ohio State University
3,003,967	University of Colorado
2,794,915	University of Missouri
2,440,291	University of Michigan
1,405,082	University of Nebraska
1,321,582	University of Minnesota
1,204,009	Indiana University
1,188,135	Pennsylvania State University
1,138,279	University of Virginia
1,047,256	Purdue University

FINANCIAL AND ENROLLMENT STATISTICS
(Columns 14 - 16)

The last three columns in the institutional charts provide data, where available from the CFAE-AAC report, on each institution's educational and general expenditures in 1968-69, the market value of its endowment, and its total enrollment. Many of the institutions with the largest budgets and/or enrollments are also those reporting the greatest amount of voluntary support.

Altogether, the 185 state and municipal institutions included in this study had 1968-69 expenditures for educational and general purposes in excess of $5.5 billion and a combined endowment worth almost $1 billion. Their spending accounts for half of that reported by the CFAE-AAC for the 1,013 institutions in their study sample. The endowments of public institutions, however, represent less than one-tenth of the total reported by the 853 institutions providing figures.

The financial statistics in this report show that public colleges and universities raise from private sources an amount equal to about five percent of their annual educational and general expenditures. Since private gifts and grants are often earmarked for endowment or other investment and only their earnings—a much smaller amount—are made available for program support, much less than five percent of their annual educational and general expenditure funds comes from private sources.

While significant, this amount is far smaller than public institutions—by virtue of their important contributions to the nation—deserve. We look forward to reporting increases in the total amount of voluntary support to public higher education and its component parts in future studies.

The biggest problem facing public higher education today is financial. This concern has always been with us but has become painfully obvious in the past several years as aid from the federal government has been diverted from education and research to other national priorities. The states are, by and large, incapable of making up the deficit created by the lessening of federal funds, while large tuition increases to make students pay a larger portion of the costs of their education have traditionally been rejected by public institutions to avoid reducing educational opportunity. The amount of private support we receive in the years just ahead will determine whether we can continue to progress. Increasingly, private support will be necessary for sustaining the quantity of quality in public higher education to which the American people have become accustomed.

WILSON H. ELKINS, President of
The University of Maryland, and of
The National Association of State
Universities and Land-Grant Colleges

INSTITUTIONAL REPORT OF VOLUNTARY SUPPORT

Institution	VOLUME OF SUPPORT (1) Total Voluntary Support	PURPOSES OF SUPPORT (2) Current Operations	(3) Capital Purposes	SOURCES OF SUPPORT (4) General Welfare Foundations	(5) Corporations and Business	(6) Alumni	(7) Non-Alumni Individuals
STATE COLLEGES AND UNIVERSITIES							
Akron, U. of (Ohio)	$1,733,288	$ 706,980	$1,026,308	$ 12,129	$1,468,365	$ 74,027	$130,130
Alabama, U. of	747,881	725,894	21,987	140,120	45,204	422,350	11,967
Alaska, U. of	1,228,519	1,159,841	68,678	58,639	1,047,073	0	64,154
Arizona State U.	967,122	814,994	152,128	262,955	355,111	199,901	47,632
Augusta Coll. (Georgia)	103,906	103,906	0	0	0	0	103,906
Ball State U. (Indiana)	1,058,021	459,228	598,793	68,101	81,996	555,126	111,326
Bowling Green St. U. (Ohio)	354,581	327,810	26,771	23,290	22,692	95,337	212,726
Calif. St. Poly. Coll.-Pomona	139,803	118,403	21,400	44,145	0	0	0
Calif., U. of (Summary)	25,479,091	19,116,056	6,363,035	8,718,159	4,346,891	2,019,153	6,043,924
Berkeley	6,227,361	5,882,745	344,616	2,627,946	1,081,070	482,621	1,414,857
Davis	2,952,506	1,755,467	1,197,039	449,963	720,412	1,071,463	255,096
Irvine	459,833	447,108	12,725	149,077	40,144	4,966	61,020
Los Angeles	7,719,409	5,895,886	1,823,523	3,006,710	956,434	309,549	1,794,762
Riverside	680,271	569,951	110,320	51,632	406,054	4,966	69,592
San Diego	1,239,589	1,199,968	39,621	402,867	328,492	30,990	138,957
San Francisco	2,379,492	2,071,619	307,873	666,972	485,178	32,361	419,028
Santa Barbara	781,949	405,401	376,548	239,667	19,705	73,503	346,248
Santa Cruz	838,600	283,848	554,752	658,228	97,314	813	71,850
U. Wide Administration	2,200,081	604,063	1,596,018	465,097	212,088	7,921	1,472,514
Central Michigan U.	474,276	447,950	26,326	0	410,420	37,530	26,326
Citadel (South Carolina)	139,575	139,575	0	0	3,175	31,350	101,000
Clemson U. (South Carolina)	145,980	145,980	0	0	11,819	128,154	6,007
Cleveland State U. (Ohio)	201,832	201,832	0	149,520	23,611	299	5,688
Colorado School of Mines	423,332	423,332	0	212,381	132,607	43,840	1,340
Colorado State U.	236,642	163,356	73,286	19,279	73,044	54,774	80,131
Colorado, U. of	6,354,146	1,140,554	5,213,592	1,954,164	1,035,789	2,732,275	631,918
Connecticut, U. of	1,479,830	1,479,830	0	561,698	228,280	86,213	283,424
Delaware, U. of	5,718,586	2,834,646	2,883,940	3,459,998	401,456	437,899	1,119,930
Ferris State Coll. (Michigan)	107,043	63,271	43,772	1,950	70,653	1,000	28,955
Florida A & M U.	104,940	104,940	0	53,940	6,300	15,444	29,000
Fort Hays Kansas State Coll.	118,453	105,203	13,250	5,000	40,500	27,191	28,106
Georgia Inst. of Technology	1,802,499	1,802,499	0	19,580	661,067	1,052,065	67,029
Georgia Southern Coll.	128,219	128,219	0	11,226	15,049	55,010	300
Georgia State U.	353,989	353,929	60	34,155	211,732	31,982	6,344
Georgia, U. of	2,135,300	2,016,178	119,122	228,945	578,792	523,192	0
Hawaii, U. of	2,076,563	2,076,468	95	695,367	415,189	38,973	96,234
Houston, U. of (Texas)	2,343,459	1,231,892	1,111,567	1,384,728	378,491	15,726	457,672
Idaho, U. of	496,545	320,205	176,340	11,650	183,371	210,834	13,156
Illinois State U.	354,244	236,825	117,419	41,225	39,153	44,103	97,329
Illinois, U. of	9,967,007	5,621,781	4,345,226	1,045,241	2,376,559	4,633,871	87,930
Indiana State U.	184,486	163,248	21,238	0	111,909	33,204	10,710
Indiana U.	6,385,975	5,989,668	396,307	764,449	1,057,465	1,367,218	402,747
Iowa State U.	2,374,786	1,713,237	661,549	593,716	747,161	608,605	286,996
Iowa, U. of	4,922,954	4,311,320	611,634	566,559	801,665	614,495	2,102,982
Kansas St. Teachers Coll.	112,599	105,055	7,544	0	6,334	33,398	5,708
Kansas State U.	1,603,540	1,037,431	566,109	113,530	492,480	400,195	346,135
Kansas, U. of	4,953,882	1,407,705	3,546,177	1,037,268	1,092,440	2,031,168	252,818
Kent State U. (Ohio)	982,737	860,784	121,953	16,901	73,063	81,370	811,403
Kentucky, U. of	1,018,251	584,320	433,931	151,543	69,936	306,954	333,346

FOR PUBLIC HIGHER EDUCATION, 1968-1969

	SUPPORT THROUGH THE ANNUAL FUND					GENERAL INFORMATION			
(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	
Other Groups and Sources	Total Number Alumni of Record	Alumni Solicited Through Annual Fund	Number Alumni Donors to Annual Fund	Dollar Value of Alumni Gifts to Annual Fund	Dollar Value of Total Gifts to Annual Fund	Expenditures--Educational and General (in millions)	Market Value of Endowment	Enrollment	Institution
$ 48,637	22,150	19,600	5,306	$ 49,543	$ 55,622	$ 15.3	$ 2.4	14,432	U. of Akron
128,240	74,000	70,000	8,825	124,698	128,673	25.2	11.3	13,092	U. of Alabama
58,653	NA	NA	NA	NA	NA	22.1	1.8	6,173	U. of Alaska
101,523	38,500	38,500	3,022	41,496	44,296	33.9	.9	20,164	Arizona St. U.
0	1,629	1,000	94	NA	NA	2.5	0	2,650	Augusta Coll.
241,472	27,568	27,150	8,708	93,603	459,228	23.9	0	15,053	Ball St. U.
536	27,064	25,209	5,156	94,901	95,069	11.8	NA	13,880	Bowling Green St. U.
95,658	6,302	0	0	0	0	12.0	0	8,000	Cal. St. Poly. Coll.-Pomona
4,350,964	330,609	293,800	7,960	357,216	380,270	624.9	282.5	98,780	U. of Cal. (Summary)
620,867	191,484	180,000	4,520	272,762	272,762	141.4	NA	28,132	Berkeley
455,572	19,800	19,800	892	20,170	20,785	63.6	NA	11,454	Davis
204,626	1,200	NA	NA	NA	NA	21.3	NA	4,123	Irvine
1,651,954	79,000	79,000	2,429	62,019	66,588	162.8	NA	28,997	Los Angeles
148,027	5,144	NA	NA	NA	NA	27.1	NA	4,565	Riverside
338,283	903	NA	NA	NA	NA	69.2	NA	3,811	San Diego
775,953	12,428	NA	NA	NA	NA	66.5	NA	2,441	San Francisco
102,826	20,000	15,000	119	2,265	2,265	34.4	NA	12,619	Santa Barbara
10,395	650	NA	NA	NA	17,870	10.3	NA	2,638	Santa Cruz
42,461	0	0	0	0	0	28.4	282.5	NA	U. Wide Administration
0	29,600	21,390	1,471	16,154	37,529	15.9	.1	10,865	Central Michigan U.
4,050	NA	NA	NA	NA	NA	4.3	NA	2,200	Citadel
0	17,330	17,330	4,984	128,154	134,161	NA	NA	6,525	Clemson U.
22,714	13,050	10,100	1,950	31,043	34,377	11.9	0	10,550	Cleveland St. U.
33,164	7.178	5,525	1,010	43,840	423,332	4.3	.5	1,636	Colo. School of Mines
9,414	25,000	20,900	456	1,785	2,290	41.9	1.3	15.361	Colo. St. U.
0	113,700	51,800	8,959	2,732,275	3,003,967	92.3	7.9	31,971	U. of Colorado
320,215	36,900	36,900	5,251	86,213	86,213	48.0	1.1	20,048	U. of Connecticut
299,303	19,222	18,726	5,328	102,514	112,015	1.2	1.0	13,084	U. of Delaware
4,485	30,165	30,165	1,043	22,296	22,296	10.2	0	8,200	Ferris St. Coll.
256	8,560	8,000	997	15,444	44,444	7.1	0	3.956	Florida A & M U.
17,656	12,000	12,000	341	2,568	30,968	5.6	.5	5,459	Ft. Hays Kansas St. Coll.
2,758	34,401	33,718	17,581	552,317	552,317	26.6	2.6	7,951	Ga. Inst. of Tech.
46,634	10,058	0	0	0	0	5.2	0	4,669	Ga. Southern Coll.
69,776	10,900	9,189	1,447	29,711	31,697	12.8	18.7	11,104	Ga. St. U.
804,371	65,482	52,508	10,575	198,896	228,299	72.7	4.1	17,652	U. of Georgia
830,800	16,000	16,000	1,360	38,928	137,315	69.6	1.0	17,737	U. of Hawaii
106,842	30,000	30,000	2,160	45,092	45,092	26.6	6.4	23,713	U. of Houston
77,534	40,100	25,150	1,225	14,723	14,723	17.1	16.8	6,350	U. of Idaho
132,434	20,000	20,000	1,459	21,887	21,887	22.3	NA	11,072	Illinois St. U.
1,823,406	140,000	120,000	14,219	468,759	528,759	203.4	18.2	50,982	U. of Illinois
28,663	25,000	25,000	1,670	33,204	184,486	18.8	NA	13,319	Indiana St. U.
2,794,096	178,637	101,337	13,745	903,007	1,204,009	122.5	11.2	52,101	Indiana U.
138,308	85,427	56,000	6,667	223,516	563,103	67.2	NA	18,083	Iowa St. U.
837,253	76,435	76,435	8,940	283,304	325,263	91.1	NA	20,236	U. of Iowa
67,159	18,000	18,000	664	3,423	3,423	8.8	1.4	7,150	Kansas St. Tchrs. Coll.
251,200	42,000	42,000	3,849	400,195	745,632	35.1	4.9	12,570	Kansas St. U.
540,188	67,000	63,000	14,396	475,686	524,212	68.7	30.0	17,790	U. of Kansas
0	38,000	29,500	4,842	78,994	352,720	36.5	.1	27,125	Kent St. U.
156,472	42,300	35,000	6,364	117,912	117,912	70.7	.7	26,450	U. of Kentucky

Institution	VOLUME OF SUPPORT (1) Total Voluntary Support	PURPOSES OF SUPPORT (2) Current Operations	(3) Capital Purposes	SOURCES OF SUPPORT (4) General Welfare Foundations	(5) Corporations and Business	(6) Alumni	(7) Non-Alumni Individuals
STATE COLLEGES AND UNIVERSITIES							
Louisiana Polytechnic Institute	$ 104,392	$ 104,392	$ 0	$ 0	$ 1,142	$ 103,250	$ 0
Louisiana St. U. and A & M Coll.	1,777,388	1,777,388	0	795,265	707,573	135,060	30,406
Maryland, U. of	1,351,666	1,299,925	51,741	341,461	296,457	88,740	125,330
Massachusetts, U. of	856,891	845,691	11,200	251,840	257,069	6,355	40,423
Memphis St. U. (Tennessee)	214,052	213,767	285	22,771	45,314	51,243	30,737
Miami U. (Ohio)	500,350	363,393	136,957	0	82,409	318,404	55,106
Michigan State U.	2,874,237	2,607,065	267,172	346,033	1,462,628	474,750	360,697
Michigan Tech. U.	622,602	452,115	170,487	117,640	290,755	137,402	25,206
Michigan, U. of	21,150,456	15,042,834	6,107,622	7,831,033	5,535,666	4,275,036	1,761,805
Middle Tennessee State U.	110,701	66,116	44,585	6,523	22,899	14,191	14,048
Midwestern U. (Texas)	116,026	103,220	12,806	52,926	4,598	24,667	13,983
Minnesota, U. of	12,293,843	9,892,259	2,401,584	3,427,883	1,639,927	1,321,582	3,427,883
Missouri, U. of	2,794,915	1,598,314	1,196,601	827,322	406,242	510,576	870,184
Montana, U. of	801,827	763,190	38,637	95,680	463,503	110,747	66,384
Nebraska, U. of-Lincoln	5,237,101	4,248,276	988,825	1,511,182	742,540	452,885	1,255,067
New Mexico State U.	261,997	261,197	800	5,450	172,566	3,579	22,702
New Mexico, U. of	1,118,280	768,472	349,808	403,901	312,857	125,286	126,170
New York State U. - Albany	312,182	310,148	2,034	0	300,000	12,182	0
Buffalo	1,591,113	1,521,418	69,695	388,908	252,161	142,566	255,759
Upstate Medical Center	742,394	742,394	0	0	135,264	12,345	2,491
North Carolina Central U.	210,850	100,000	110,850	0	110,850	100,000	0
North Carolina State U.-Raleigh	2,263,327	2,075,666	187,661	0	1,396,412	337,354	472,116
No. Carolina, U. of-Chapel Hill	4,447,237	2,254,373	2,192,864	2,016,619	231,851	1,503,363	695,404
Charlotte	326,416	276,877	49,539	29,262	113,751	464	160,006
Greensboro	613,960	372,993	240,967	113,579	206,934	205,851	31,784
North Dakota State U.	192,336	192,336	0	4,150	71,773	15,080	4,335
North Dakota, U. of	1,131,847	595,536	536,311	172,611	95,865	605,342	0
Northern Illinois U.	558,868	554,641	4,227	48,709	66,980	22,587	44,509
Northern Iowa, U. of	101,905	101,484	421	0	47,953	40,175	4,463
Northwestern State Coll. (La.)	139,570	139,570	0	4,941	20,879	2,909	10,742
Oakland U. (Michigan)	579,458	579,458	0	209,024	42,957	2,646	173,235
Ohio State U.	4,141,399	2,568,783	1,572,616	1,035,729	764,103	1,725,241	616,326
Ohio U.	1,124,426	637,430	486,996	251,543	349,376	476,501	47,006
Oregon State U.	2,316,921	2,141,699	175,222	526,758	1,084,385	174,249	191,512
Oregon, U. of	2,458,330	1,810,042	648,288	332,296	327,974	574,118	954,845
Pennsylvania State U.	5,723,575	3,982,492	1,741,083	173,800	3,527,039	1,188,135	834,601
Purdue U. (Indiana)	4,250,024	3,644,379	605,645	1,702,902	1,592,797	162,551	694,964
Rhode Island, U. of	479,511	255,033	224,478	205,767	79,914	87,561	64,353
Rutgers State U. (New Jersey)	4,188,716	2,665,302	1,523,414	1,175,237	1,861,596	253,810	316,884
San Diego State Coll. (Cal.)	1,077,510	1,063,477	14,033	80,854	242,970	0	51,485
San Francisco St. Coll. (Cal.)	102,373	102,373	0	14,143	88,230	0	0
South Carolina, U. of	908,974	730,674	178,300	85,500	241,154	367,050	172,420
South Dakota State U.	1,055,757	703,223	352,534	0	365,575	257,841	432,341
South Florida, U. of	424,834	424,834	0	29,618	280,385	4,481	57,348
Southern Mississippi, U. of	209,954	181,994	27,960	0	32,575	88,604	88,775
Tennessee, U. of	3,949,608	3,014,143	935,465	701,907	798,533	183,997	834,496
Texas A & M U.	3,499,456	2,465,111	1,034,345	878,726	1,059,902	885,798	186,791
Texas Southern U.	377,922	372,623	5,299	247,918	111,522	6,965	7,688
Texas, U. of (System)	27,254,158	5,350,779	21,903,379	16,248,412	2,998,969	612,507	5,805,177
Toledo, U. of (Ohio)	375,221	375,221	0	0	205,516	110,910	21,366
Troy State U. (Alabama)	303,239	25,239	278,000	0	260,900	8,339	32,500
Utah, U. of	4,439,733	3,417,677	1,022,056	482,520	775,441	56,925	576,662
Vermont, U. of	2,625,367	360,973	2,264,394	1,762,907	72,333	353,442	382,530
Virginia Military Inst.	739,053	540,811	198,242	0	39,685	360,878	338,490
Virginia Polytechnic Inst.	1,681,877	1,132,596	549,281	16,100	285,884	630,400	219,107
Virginia, U. of	2,619,948	2,619,948	0	666,525	437,044	852,788	438,741
Washington State U.	450,845	396,249	54,596	30,638	55,709	163,923	0
Washington, U. of	4,745,171	4,315,613	429,558	1,107,245	1,312,543	91,431	978,074
Wayne State U. (Michigan)	3,045,046	2,566,878	478,168	750,545	576,619	235,450	178,051
West Chester State Coll. (Pa.)	344,000	344,000	0	54,000	275,000	15,000	0

SUPPORT THROUGH THE ANNUAL FUND						GENERAL INFORMATION			
(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	
Other Groups and Sources	Total Number Alumni of Record	Alumni Solicited Through Annual Fund	Number Alumni Donors to Annual Fund	Dollar Value of Alumni Gifts to Annual Fund	Dollar Value of Total Gifts to Annual Fund	Expenditures--Educational and General (in millions)	Market Value of Endowment	Enrollment	Institution
$ 0	12,891	12,891	1,034	$103,250	$104,392	$ 8.3	$ 0	7,263	La. Polytechnic Inst.
109,084	55,000	50,000	7,500	179,100	185,000	NA	NA	19,221	La. St. U. & A&M Coll.
499,678	64,912	59,912	3,727	82,161	135,303	113.1	12.6	64,206	U. of Maryland
301,204	24,100	21,519	5,036	72,174	72,174	52.7	1.3	20,111	U. of Massachusetts
63,987	18,000	18,000	1,900	46,000	50,300	16.5	0	16,000	Memphis St. U.
44,431	38,000	31,991	10,240	318,404	500,350	19.8	2.8	11,700	Miami U. (Ohio)
230,129	110,000	94,000	14,859	306,104	401,579	123.3	5.7	37,362	Michigan St. U.
51,599	14,768	14,786	2,488	92,802	121,677	12.2	.3	4,688	Michigan Tech. U.
1,746,916	248,093	160,000	30,625	2,440,291	2,440,291	183.3	79.5	38,021	U. of Michigan
53,040	10,400	10,400	582	29,281	68,894	7.5	0	6,779	Middle Tenn St. U.
19,852	4,099	4,099	276	24,667	24,667	3.0	0	3,802	Midwestern U.
2,035,561	125,000	100,000	10,840	249,029	1,321,582	171.9	76.5	47,534	U. of Minnesota
180,591	124,500	98,000	9,310	510,576	2,794,915	131.1	13.0	42,403	U. of Missouri
65,513	NA	NA	NA	NA	NA	NA	1.6	7,508	U. of Montana
1,275,427	60,000	60,000	10,981	424,046	1,405,082	65.0	NA	19,150	U. of Nebraska-Lincoln
57,700	11,000	NA	NA	1,000	1,000	27.0	NA	9,251	New Mexico St. U.
150,066	30,000	30,000	1,382	53,347	116,350	32.3	11.2	14,440	U. of New Mexico
0	15,000	15,000	500	4,060	4,417	24.9	0	10,302	N.Y. St. U.-Albany
551,719	NA	NA	3,282	48,274	55,054	NA	NA	20,601	Buffalo
592,294	2,326	2,201	216	12,209	12,209	25.2	NA	852	Upstate Medical Ctr.
0	6,500	6,500	1,200	20,000	100,000	5.4	NA	3,300	No. Car. Central U.
57,445	70,000	32,000	4,326	106,735	107,166	50.0	4.0	11,994	No. Car. St. U.-Raleigh
0	67,000	43,369	8,976	214,001	217,789	77.1	18.6	15,601	U. of No.Car.-Chapel Hill
22,933	1,308	0	0	464	464	3.3	.2	2,635	Charlotte
55,812	32,757	32,757	7,724	141,473	142,050	8.8	1.0	5,889	Greensboro
96,998	15,200	13,800	3,173	43,995	43,995	14.5	.1	6,228	North Dakota St. U.
258,029	77,201	45,500	3,325	93,025	571,671	16.5	NA	7,398	U. of North Dakota
376,083	22,000	20,000	1,960	24,487	67,482	33.8	0	22,728	Northern Illinois U.
9,314	27,150	27,150	1,960	39,754	84,100	14.2	.1	9,076	U. of Northern Iowa
100,099	NA	NA	NA	NA	NA	NA	NA	5,263	Northwestern St. Coll.
151,596	2,333	2,333	243	2,646	2,646	9.8	.3	5,094	Oakland U.
0	137,861	133,818	29,458	1,725,241	4,141,399	124.8	38.7	45,262	Ohio St. U.
0	39,674	35,264	3,490	476,501	523,507	35.1	2.2	22,067	Ohio U.
340,017	47,442	47,442	6,657	60,262	63,479	45.1	NA	14,524	Oregon St. U.
269,097	NA	40,714	4,923	42,101	60,130	34.5	4.5	13,980	U. of Oregon
0	112,000	95,000	15,007	1,188,135	1,188,135	127.8	NA	47,520	Pennsylvania St. U.
96,810	89,605	85,382	11,260	1,029,537	1,047,256	105.0	21.9	36,750	Purdue U.
41,916	16,869	16,071	3,959	68,913	95,187	25.1	.7	16,569	U. of Rhode Island
581,189	54,000	52,000	7,570	235,437	430,723	79.3	34.8	48,976	Rutgers St. U.
702,201	10,000	10,000	1,000	27,500	27,500	6.4	.5	22,726	San Diego St. Coll.
0	NA	NA	NA	NA	NA	28.4	0	18,200	San Francisco St. Coll.
42,850	54,000	23,000	4,396	183,500	330,600	19.5	2.4	13,427	U. of South Carolina
0	15,000	15,000	3,200	50,279	66,279	15.9	NA	6,214	South Dakota St. U.
53,002	7,000	0	0	0	0	16.9	.2	13,806	U. of South Florida
0	18,400	18,400	9,060	88,604	208,654	10.5	NA	8,460	U. of Southern Miss.
1,430,675	62,988	53,812	14,333	373,150	374,202	81.3	7.0	31,016	U. of Tennessee
488,239	47,598	42,000	19.951	815,542	815,542	57.3	3.7	12,867	Texas A & M U.
3,829	10,000	4,000	50	6,967	6,967	6.0	0	4,489	Texas Southern U.
1,589,093	NA	NA	NA	NA	NA	190.0	NA	56,974	U. of Texas-System
37,429	NA	NA	2,684	51,821	84,634	15.7	.6	10,964	U. of Toledo
1,500	10,000	10,000	125	8,339	24,339	3.8	0	4,402	Troy St. U.
2,548,185	127,254	70,000	1,470	40,648	51,324	60.0	4.0	19,130	U. of Utah
54,155	NA	NA	4,096	127,645	150,898	23.7	16.0	5,789	U. of Vermont
0	11,500	11,500	3,622	303,119	540,811	2.9	9.3	1,218	Virginia Military Inst.
530,386	30,000	30,000	4,852	170,400	170,400	33.8	.4	10,032	Virginia Polytechnic Inst.
224,850	34,740	34,740	5,477	743,580	1,138,279	37.0	84.7	18,408	U. of Virginia
200,575	40,277	33,513	4,102	97,214	207,977	45.1	NA	12,263	Washington St. U.
1,255,878	85,070	53,000	2,065	32,049	84,098	126.3	57.4	31,913	U. of Washington
1,304,381	65,000	65,000	4,966	160,386	200,434	71.6	3.1	24,056	Wayne St. U.
0	18,000	16,700	2,400	15,000	15,000	10..	0	7,751	West Chester St. Coll.

Institutions	VOLUME OF SUPPORT	PURPOSES OF SUPPORT		SOURCES OF SUPPORT			
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
	Total Voluntary Support	Current Operations	Capital Purposes	General Welfare Foundations	Corporations and Business	Alumni	Non-Alumni Individuals
STATE COLLEGES AND UNIVERSITIES							
West Georgia Coll.	$ 100,969	$ 100,969	$ 0	$ 13,097	$ 5,224	$ 3,875	$ 33,496
West Virginia U.	2,031,344	2,007,021	24,323	496,658	297,170	340,220	50,425
Western Illinois U.	150,092	150,092	0	42,199	56,388	0	30,944
Western Washington State Coll.	145,151	145,151	0	66,385	21,081	2,465	4,660
Wichita State U. (Kansas)	704,960	316,391	388,569	22,962	489,239	44,200	80,551
Wisconsin St. U.-Eau Claire	425,685	60,344	365,341	26,725	13,786	7,992	362,668
Wisconsin, U. of	15,907,740	12,493,692	3,414,048	4,252,184	4,616,107	1,500,257	422,336
Wyoming, U. of	1,054,179	1,013,234	40,945	55,369	351,864	43,420	221,586
MUNICIPAL UNIVERSITIES (4-YEAR)							
Cincinnati, U. of (Ohio)	4,683,638	1,890,122	2,793,516	891,669	825,953	227,898	1,932,808
Louisville, U. of (Kentucky)	1,233,365	1,233,365	0	417,059	359,057	124,847	188,678
New York, City U. of-City	512,829	394,501	118,328	140,900	25,294	300,965	45,670
-Hunter	378,778	295,383	83,395	116,105	38,493	85,868	24,276
PUBLIC JUNIOR COLLEGES							
Broward Jr. Coll. (Fla.)	120,336	120,336	0	0	500	0	0
Casper Coll. (Wyoming)	100,610	100,610	0	0	0	0	100,610
Los Angeles City Jr. Coll. Dist.	289,139	289,139	0	0	0	0	0
Metropolitan City Jr.Coll. Dist. (Missouri)	312,117	12,117	300,000	0	0	0	312,117
Sandhills Comm. Coll. (N.C.)	115,000	115,000	0	37,657	4,300	0	61,180
Sonoma County Jr. Coll. Dist. (Cal.)	108,785	108,785	0	0	79,681	0	18,905
Tarrant County Jr. Coll. (Tex.)	240,000	10,000	230,000	10,000	0	0	230,000
Wharton County Jr. Coll. (Tex.)	173,942	7,275	166,667	0	170,942	1,500	1,500
FEDERAL INSTITUTIONS							
U.S. Merchant Marine Academy	129,500	104,500	25,000	0	12,900	55,500	33,600
U.S. Military Academy	131,036	131,036	0	0	0	76,582	54,454

The nation's public Negro colleges, which enroll a significant number of all black students in higher education, need private support to continue in their role as opportunity colleges and to expand their services to all students enrolled without regard to race. Private support is especially critical to these institutions as they seek to overcome decades of relative neglect and to make their unique resources and expertise available to the entire nation.

M. MACEO NANCE, JR., President of South Carolina State College and Chairman of the Advisory Committee for the NASULGC Office for Advancement of Public Negro Colleges

Although they are not listed in our institutional tables because their grand total of support was less than $100,000, figures from the following colleges and universities are included in the totals used in the text of this report:

STATE COLLEGES AND UNIVERSITIES

Appalachian State Univ. (N.C.); Arkansas Polytechnic Coll.; Bloomsburg State Coll. (Pa.); Boise State Coll. (Idaho); California State Coll. (Pa.); Central Washington State Coll.; Dakota State Coll. (S.D.); Delaware State Coll.; East Carolina Univ. (N.C.); East Central State Coll. (Okla.); East Tennessee State Univ.; East Texas State U.; Eastern Kentucky Univ.; Eastern Montana Coll.; Eastern Oregon Coll.; Eastern Washington State Coll.; Elizabeth City State Coll. (N.C.); Fort Valley State Coll. (Ga.); Framingham State Coll. (Mass.); Georgia Coll. at Milledgeville; Indiana Univ. of Pennsylvania: Jackson State Coll. (Miss.); Kentucky State Coll.; Lincoln Univ. (Mo.); Lock Haven State Coll. (Pa.); Longwood Coll. (Va.); Louisiana State Univ. at New Orleans; McNeese State Coll. (La.); Mankato State Coll. (Minn.); Mansfield State Coll. (Pa.); Mary Washington College of the Univ. of Virginia; Montclair State Coll. (N.J.); Univ. of Montevallo (Ala.); Moorhead State Coll. (Minn.); Morgan State Coll. (Md.); Univ. of Nebraska at Omaha; New York State University at Brockport, Cortland, Geneseo and Plattsburgh; Northern Montana Coll.; Paterson State Coll. (N.J.); Radford Coll. (Va.); Rhode Island Coll.; St. Cloud State Coll. (Minn.); Salisbury State Coll. (Md.); Shippensburg State Coll. (Pa.); Slippery Rock State Coll. (Pa.); South Carolina State Coll.; South Dakota School of Mines and Technology; Southern State Coll. (Ark.); Stout State Univ. (Wisc.); Valdosta State Coll. (Ga.); Weber State Coll. (Utah); West Virginia Institute of Technology; West Virginia State Coll.; Western Carolina Univ. (N.C.); Western Montana Coll.; Wisconsin State Univ. at Oshkosh and Whitewater; Worcester State Coll. (Mass.).

MUNICIPAL UNIVERSITIES

City University of New York-Brooklyn and John Jay

PUBLIC JUNIOR COLLEGES

Agri. & Tech. Coll. at Delhi (N.Y.); College of the Albemarle (N.C.); Alpena Community Coll. (Mich.); Arapahoe Jr. Coll. (Colo.); Arizona

	SUPPORT THROUGH THE ANNUAL FUND					GENERAL INFORMATION			
(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	
Other Groups and Sources	Total Number Alumni of Record	Alumni Solicited Through Annual Fund	Number Alumni Donors to Annual Fund	Dollar Value of Alumni Gifts to Annual Fund	Dollar Value of Total Gifts to Annual Fund	Expenditures--Educational and General (in millions)	Market Value of Endowment (in millions)	Enrollment	Institution
45,277	3,000	2,750	180	$ 3,375	$ 26,161	$ 4.8	$ 0	3,475	West Georgia Coll.
846,871	67,232	50,000	5,315	340,220	390,645	48.2	3.2	16,379	West Virginia U.
20,561	16,500	0	0	0	0	15.7	NA	9,461	Western Illinois U.
50,560	14,588	13,342	233	1,965	1,965	12.3	.1	8.127	Western Washington St. Coll.
68,008	18,285	17,176	1,817	44,200	44,200	11.2	NA	11,568	Wichita St. U.
14,514	NA	10,500	433	7,992	7,992	9.3	NA	7,248	Wisc. St. U.-Eau Claire
5,116,856	151,000	110,000	10,554	481,295	558,039	202.4	44.8	59,997	U. of Wisconsin
381,940	27,000	27,000	536	67,158	73,015	22.7	13.2	9,010	U. of Wyoming
805,310	51,000	43,000	10,738	250,450	280,187	49.8	NA	29,171	U. of Cincinnati
143,724	22,000	22,000	3,864	124,847	126,776	14.7	NA	13,000	U. of Louisville
0	82,000	30,000	7,396	300,965	512,829	28.0	NA	14,813	City U. of N.Y.-City Hunter
114,036	43,124	43,124	2,333	85,868	121,942	23.9	1.6	18,350	
119,836	NA	NA	NA	NA	NA	4.7	0	4,877	Broward Jr. Coll.
0	NA	NA	NA	NA	NA	2.1	0	2,536	Casper Coll.
289,139	NA	NA	NA	NA	NA	50.7	0	90,741	L.A. City Jr. Coll.-Dist.
0	0	0	0	0	0	3.3	1.0	5,887	Metro. City Jr. Coll.Dist.
11,363	0	0	0	0	0	1.1	0	1,079	Sandhills Comm. Coll
10,199	NA	0	0	0	0	3.1	0	8,678	Sonoma County Jr. Coll. Dist.
0	NA	0	0	0	0	0	0	9,300	Tarrant County Jr. Coll.
0	NA	NA	NA	NA	NA	1.4	0	1,927	Wharton County Jr. Coll.
27,500	13,000	10,200	980	55,500	89,100	NA	NA	1,000	U.S. Merchant Marine Acad.
0	21,500	9,780	275	76,582	120,782	23.5	0	3,592	U.S. Military Academy

Western Coll.; Auburn Community Coll. (N.Y.); Austin State Jr. Coll. (Minn.); Brunswick Jr. Coll. (Ga.); Cabrillo Coll. (Cal.); Caldwell Tech. Inst. (N.C.); Chabot Coll. (Cal.); Cochise Coll. (Ariz.); Cuyahoga Community Coll. (Ohio); Dalton Jr. Coll. (Ga.); Danville Jr. Coll. (Ill.); Davidson County Community Coll. (N.C.); College of Dupage (Ill.); Eastern Iowa Community Coll. at Clinton; Gadsden State Jr. Coll. (Ala.); Greenfield Community Coll. (Mass.); Gulf Coast Jr. Coll. (Fla.); Harford Jr. Coll. (Md.); Henderson Community Coll. (Ky.); Highland Community Jr. Coll. (Kans.); Highline Community Coll. (Wash.); Jackson State Community Coll. (Tenn.); Kennesaw Jr. Coll. (Ga.); Lower Columbia Coll. (Wash.); Madison Area Tech. Coll. (Wis.); Manhattan Community Coll. (N.Y.); Massasoit Community Coll. (Mass.); Monterey Peninsula Jr. Coll. (Cal.); New Mexico Military Inst.; New York City Community Coll.; North Dakota State School of Science; North Florida Jr. Coll.; North Idaho Jr. Coll.; Northeast Alabama State Jr. Coll.; Norwalk Community Coll. (Conn.); Odessa Coll. (Tex.); Olympic Community Coll. (Wash.); Palm Beach Jr. Coll. (Fla.); Phillips County Community Coll. (Ark.); Pitt Tech. Inst. (N.C.); Queensborough Community Coll. (N.Y.); Randolph Tech. Inst. (N.C.); Richmond Tech. Inst. (N.C.); Rio Hondo Coll. (Cal.); Rock Valley Coll. (Ill.); Sampson Tech. Inst. (N.C.); Schoolcraft Coll. (Mich.); Shasta Coll. (Cal.); Sinclair Community Coll. (Ohio); South Georgia Coll.; Southern Union State Jr. Coll. (Ala.); Southwestern Community Coll. (Iowa); Staten Island Community Coll. (N.Y.); Sullivan County Community Coll. (N.Y.); Surry Community Coll. (N.C.); Texas Southmost Coll.; Thornton Community Coll. (Ill.); Trinidad State Jr. Coll. (Colo); Wenatchee Valley Coll. (Wash.).

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Many of the nation's junior colleges could not have been established without the assistance of voluntary support generously and enthusiastically provided by individuals and organizations in their communities. As they continue to grow, these colleges need additional help, particularly from their alumni as well as from every other element of the community, in order to continue serving their communities and to cope with rising costs and demands for their expansion.

CHARLES E. CHAPMAN, President of
Cuyahoga Community College, and of
The American Association of
Junior Colleges

This is a time of unprecedented financial crisis for all of higher education. Colleges and universities are being called upon to play a greater role than ever in providing educational opportunities and solving problems of society, and yet their resources are strained to the limits. Rising costs, inflation, government aid restrictions, and other factors have created tremendous pressures on our institutions. More than ever before, we must look to private support if higher education is to weather the crisis and emerge strong enough to meet the needs of the nation. No investment can produce greater dividends than a gift to an institution dedicated to teaching, research, and public service in the public university tradition.

—CHANCELLOR CHARLES E. YOUNG
University of California, Los Angeles

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